

Bachelor's Degree Examination – November 2017

V Semester

Class : III UG

Time : 3 Hours Dr. N. Dhanya

Major : Textile and Apparel Designing

Max. Marks : 100

Name and Signature of the Examiner

15BTDC23 Apparel Merchandising

Part - A

10X1=10

Choose the Correct answers

1. The merchandiser is responsible for particular line of \_\_\_\_\_  
a) Planning  
b) Directing  
c) Merchandise  
d) Sales
2. Merchandiser is nothing but \_\_\_\_\_  
a) Buying  
b) selling  
c) market  
d) All the above
3. Purchases are based on \_\_\_\_\_  
a) Size and Shape  
b) Cost and Colour  
c) Durability and Quality  
d) None of the above
4. \_\_\_\_\_ involves a direct interface with the customer and it is defined as the buying and selling of goods and services  
a) Retailer  
b) Wholesaler  
c) Manufacturer  
d) Milloness
5. \_\_\_\_\_ are individually-owned business that use the name and merchandise of an established firm  
a) Chain Stores  
b) Malls  
c) Franchise Stores  
d) Branch Stores
6. \_\_\_\_\_ offices are organisations that provide consulting service to retailers  
a) Selling  
b) Buying  
c) Market  
d) Warehouse
7. \_\_\_\_\_ provides new linkages between all stages of the manufacturing and distribution process  
a) E- Commerce  
b) Organisations  
c) Journals  
d) None of the above
8. From the following which is not a visual media?  
a) Newspaper  
b) Magazine  
c) Journal  
d) Radio
9. \_\_\_\_\_ are special events that communicate a fashion story  
a) collection  
b) Fashion show  
c) Fashion cycle  
d) None of the above
10. Conveying a message by way of fashion is \_\_\_\_\_  
a) Forecasting  
b) Cycle  
c) communication  
d) all the above

**Part – B**

**5 x 6 = 30**

**Answer the following**

**Answer should not exceed 400 words or two pages**

- 11.a) List out the responsibilities of a merchandiser  
(Or)  
11.b) Explain the Future of merchandising.
12. a) Explain about Chain stores  
(Or)  
12. b) Explain about Today's retailing trends
- 13.a) Write short notes on Fashion buying  
(Or)  
13.b) Explain the expectation of a fashion buyer in buying operation.
- 14.a) Write about the importance of media in promoting merchandising.  
(Or)  
15.b) Write a brief note on Advertising
- 15.a) Explain the purpose of research in retailing business  
(Or)  
15.b) write short notes on fashion shows

**Part – C**

**5 x 12 = 60**

**Answer the following**

**Answer should not exceed 800 words or four pages**

- 16 a) Elaborately explain the merchandising terminology  
(Or)  
16.b) Give an account on functions of merchandising.
- 17 a) Explain the following  
i) Speciality stores ii) Direct Selling  
(Or)  
17.b) Enumerate the types of Merchandising.
18. a) Briefly explain the duties and responsibilities of a fashion buyer  
(Or)  
18.b) Explain in detail about Elements of fashion buying.
- 19.a) Explain any two promotional merchandising activities with examples  
(Or)  
19.b) Elaborate on Visual merchandising.
20. a) Give an account on Research process  
(Or)  
20. b) Explain in detail about role of merchandiser in market research

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